

5p

# WHAT'S DOING



Jan  
'78

THE MANCHESTER BEER DRINKER'S NEWSLETTER



The Denmark, Moss Side

Inside this issue: The Pubs of Moss Side. New pubs - Spoiled by poor decoration? Recollections of a brewery worker. Beer in Sweden. Pubs in the Past. Plus regular features and Camra dates.

## THANKS FOR THE MEMORY

Considerable criticism has been expressed in What's Doing about Salford Corporation's determination to destroy all links with the City's past. There are however indications that, whilst the planners may be intent on damaging our heritage, the brewers are attempting to keep alive memories of Salford's old pubs. How successful have the brewery architects been in their treatment of the City's new pubs? A tour of seven of Salford's newest pubs before Christmas showed that good quality interior decoration was in many cases marred by lack of thought over details. One of our main concerns was the choice of old photographs on the walls of new pubs and quite frequently these proved disappointingly unoriginal and inapt.

The Chequerboard in Ordsall was Wilsons' first new pub to sell cask conditioned beer for many years. The emphasis on tradition is reflected in both the choice of name, recalling the Wilsons' rather than the Watneys' image, and in the treatment of the interior. The Chequerboard is now about two years old and although the paint is peeling off the outside of the pub the interior is still smart and clean. There are about eleven old photographs in the lounge, mostly turn-of-the-century Manchester street scenes, with only one of a Salford pub, showing a picnic party from the Prince of Wales Feathers in the 1920s. This is the only photograph that is captioned and it appears to have been reproduced directly from one of those 'As it Was' books.

The Rovers Return is another new Wilsons pub in Ordsall. Here again about seventeen, mostly anonymous, old scenes depict Manchester rather than Salford. The Prince of Wales Feathers appears again, as does the Rovers Return (the Manchester pub, not the Salford one) perhaps more appropriately here than in the Chequerboard, but as the photograph is not captioned, the significance is lost. One other old Salford pub, the Woolpack, is also displayed here.

The Moonrakers (GW), also in Ordsall, has about ten early nineteenth century prints on the walls including views of the New Bailey Prison, Salford Town Hall and Long Millgate, Manchester. The prints are not very imaginative and are cheaply mounted; at least one was torn already.

The Regent, Whitbread's new pub on Regent Road, is much better. There are old photographs again but they are of a superior quality and look like a set rather than a random collection. Variety is provided by a few portraits of former kings. Altogether the pub has a well finished interior.

The Mariner on Liverpool Street (Wilsons) has almost bare walls but in view of the small size of the building this is not unpleasant.

The Brass Handles, a Whitbread pub near Salford Precinct, is by far the best for photographs. Apart from four Lowry prints, the pub has a set of eight photographs of various former Threlfalls pubs and off-licences in Hanky Park. The old Royal Oak was the original Brass Handles, so called because of the diagonal brass handles on the corner doors. Most of the photographs were taken in 1927 and are of good quality and well presented.

Wilsons' Britannia on the Height is the latest new pub to open. The pub is comfortable but orange lighting reduces the whole pub to shades of dark red so that what pictures and prints there are on the walls are difficult to see. Thought-

The Live and Let Live, Liverpool Street  
One of the many old Salford photographs  
in Salford Local History Library's collection.



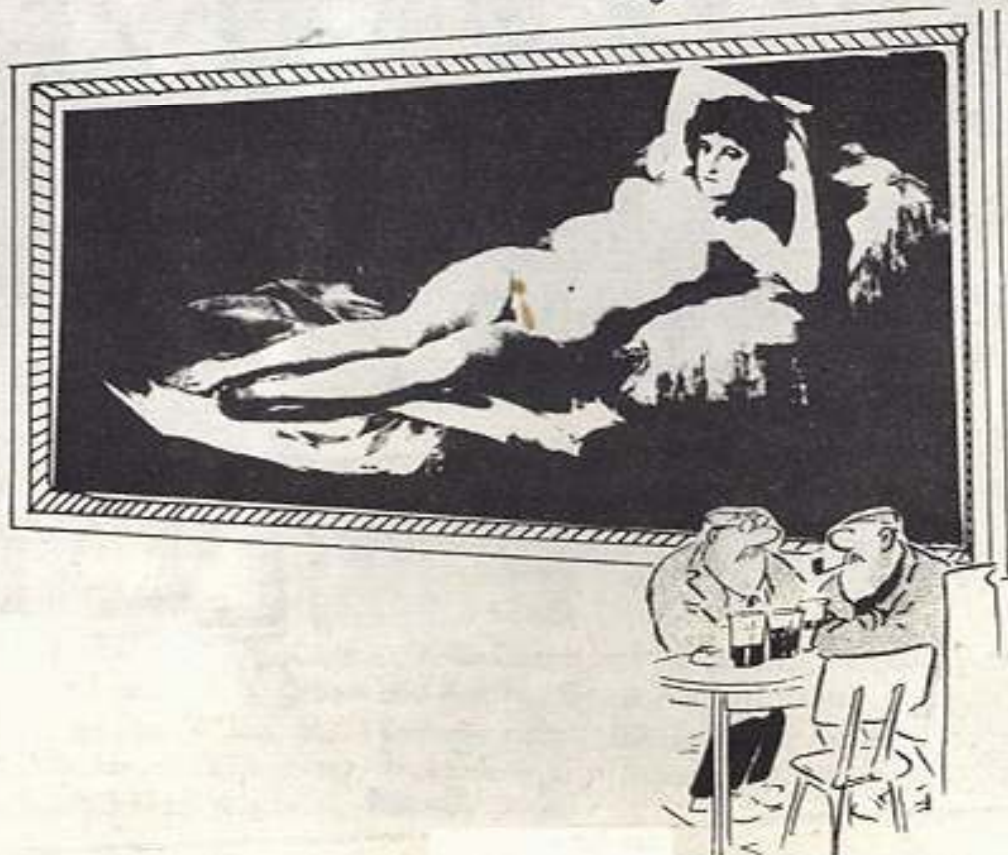
lessness in one detail spoils the overall effect.

With the possible exception of the Brass Handles, the brewers have demonstrably failed to achieve in their interior decoration a blend of modernity with a sense of historical perspective. If we accept this as a valid objective - and few people would argue that old photographs when carefully selected and well presented do not add to the character of a pub - there seems little reason why it should not be achieved.

A new pub costs in the region of £100,000 and it is sad that the overall effect should be spoiled for want of a couple of hundred pounds. There is a wealth of old photographs in local collections, many of which are more appropriate than those we tend to see on the walls of our new pubs. The three breweries mentioned have all taken over Salford breweries - Walker and Homfray, Groves and Whitnall and Threlfalls. There must be a tremendous amount of hitherto unpublished material in the archives. It shows a lack of imagination and a lack of professionalism to use old photographs randomly. There seems little reason why reproductions of plans, title deeds, inventories, tenancy agreements and licences should not be used for decoration in new pubs. With some careful research a suitable set of artefacts could be prepared for each pub. This would help to give an individual identity to each pub without appearing gimmicky or trendy and would lend some integrity to the design of the interior.

Let's hope that the three pubs being built at the moment, Boddingtons' Jubilee, Greenalls' Brass Tally and Holts' new pub in Ordsall, reflect the history and traditions of the area in which they are built with a greater sense of awareness than their immediate predecessors.

Roger Hall & Neil Richardson



## THE PUBS OF MOSS SIDE

Whilst Moss Side is not normally regarded as a beer drinker's paradise, anyone finding themselves in the area of Upper Lloyd Street would be hard put to it not to find an acceptable pub.

South of Moss Lane East is the classical, single-storey rear entrance to the Robin Hood on Upper Lloyd Street. This entrance is often closed during the week, and that in Maine Road must be used. From this elevation it can be seen to be a large, traditional Robinsons pub. It serves the elusive ordinary bitter through electric pumps and is a very popular pub with excellent service. When customers of various races become over emotional order is quickly restored. Beyond the Robin Hood is the Park Side, a very large ex-Threlfalls pub on Lloyd Street South, which features a battery of giant size CO2 bottles behind the bar, and is convenient for supporters from the nearby Maine Road football ground.

Returning north, the large, rambling Denmark Hotel is to be found on the corner of Denmark Road. This is a Hydes pub possessing an ornate front portico and a vast entrance corridor. This house, which uses electric pumps, is not very well patronised and is only a shadow of its past self, but could well have a future commercial potential. A little further north can be seen the Old Abbey, a Wilsons house, once a typical street corner pub, but now isolated in parkland. It is a comfortable but slightly fussy little pub which appeals to the more genteel customer. The beer is electrically dispensed. Not far away is the Ducie Arms on Devas Street. This is another Wilsons house, but more basic with electric pumps and several small rooms on different levels, and quick, friendly service.

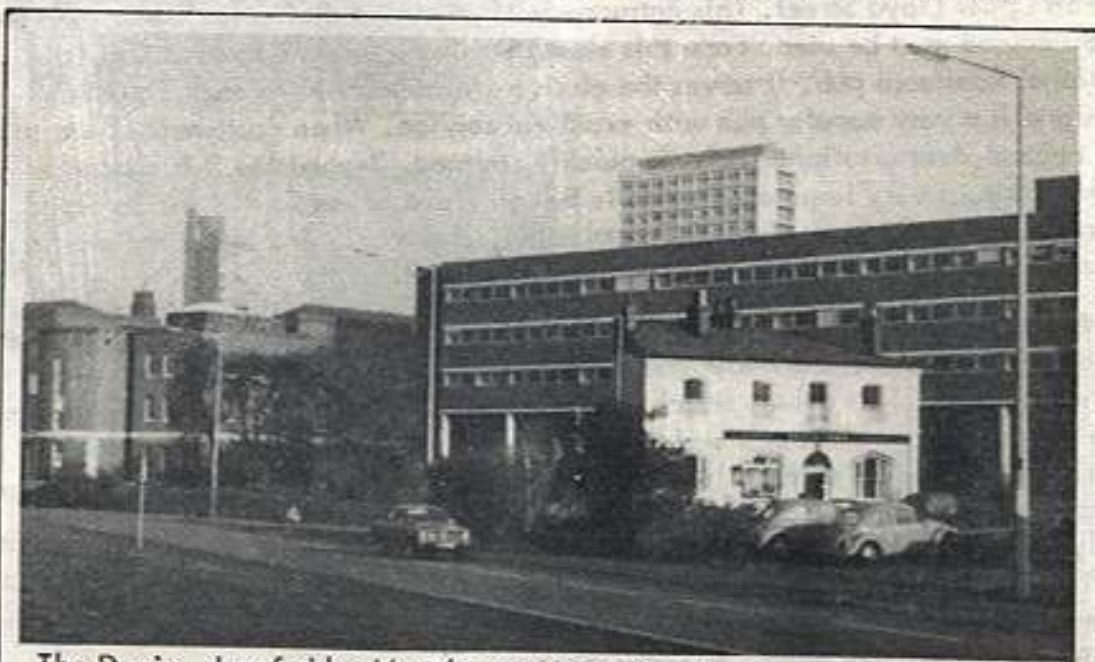


The Robin Hood, Maine Road side

Travelling east from Lloyd Street along Moss Lane East, one quickly comes to the Whitworth, a Marstons house, although this is really in Rusholme.

Along Claremont Road is the Claremont, a vast Holts pub with handpumps, revolving doors and five high-ceilinged rooms. The part-tiled front and peeling blue paint should not deter the faint hearted.

The Alexandria is a Whitbread pub on the corner of Moss Lane West and Princess Road. This is a very large and intimidating house near to the Harp Brewery. Not far along Moss Lane West is the Hot Pot, a new Greenall Whitley House with tank



The Ducie, dwarfed by Manchester University developments



The Claremont, Claremont Road

beer. The large lounge has a low, vaulted ceiling. Nearby on Alexandra Road is the Alexandra Park, a very fine little Wilsons house with handpumps, half tiled walls, hot snacks, a vault and very friendly customers. Off Alexandra Road is Western Walk, where can be found the Western Hotel. This is a large, forbidding Greenalls pub, whose appearance completely belies the warm and comfortable pub within. The beer is electrically dispensed.



The Alexandra Park, one of the few old buildings left on Alexandra Road



The Talbot, still in Chesters colours

There are two pubs on Sedgeborough Road near to Brooks's Bar. The Talbot is a big, five-roomed Whitbread pub which retains its magnificent tiled Chester's frontage. The next pub is a surprise, this is the Great Western Inn, a corner pub modernised in an unusual style. The handpumped Greenall Whitley beer is a rarity and it is rather sad that the locals seem to prefer bottled Guinness.

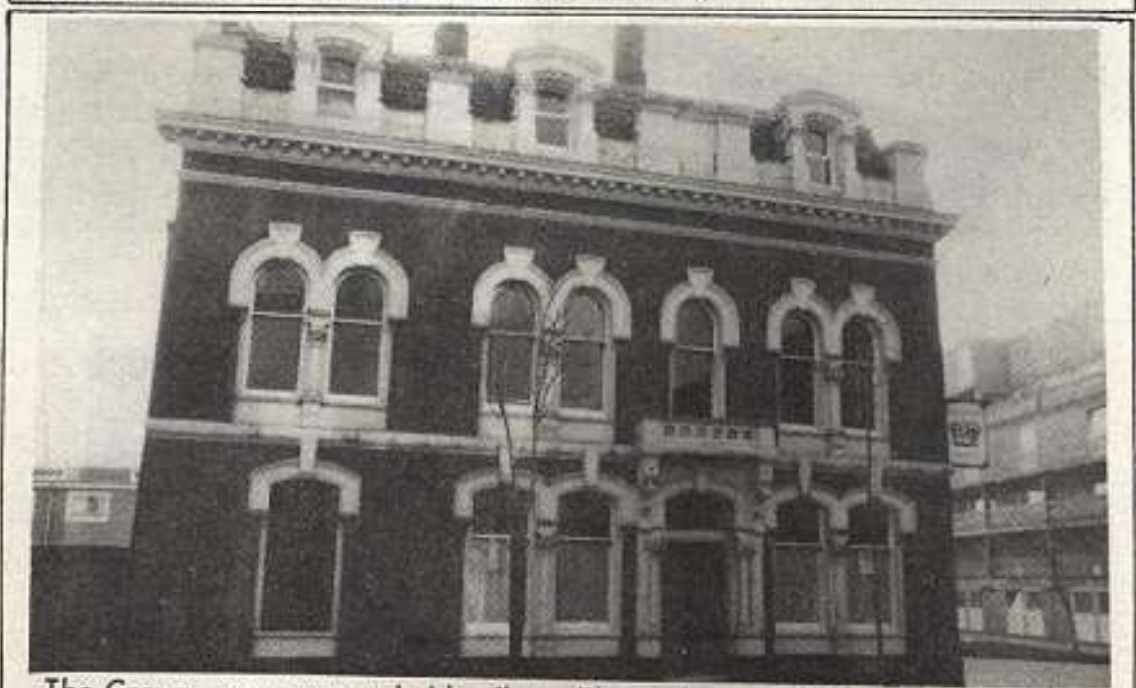
The Whalley Hotel on the corner of Withington Road at Brooks's Bar is a large, imposing pub with several rooms. The bar is decorated with photographs of Brooks's Bar in bygone days. The Sea Hawk is a brand new Wilsons pub, in the style of the Chequerboard, although it is technically situated in Old Trafford.

The only other pubs that could be included in a tour of Moss Side are Tetleys Chequered Flag, Watneys Hussar, Bass-Charringtons Crown and Watneys Gamecock, which are all keg beer pubs in the vicinity of Boundary lane.

Bill Calvert



The Great Western, handpumped Greenalls beer



The Crown, now surrounded by flats. This pub was built on the corner of Hardys Crown Brewery.

## RECOLLECTIONS OF WALKER & HOMFRAYS

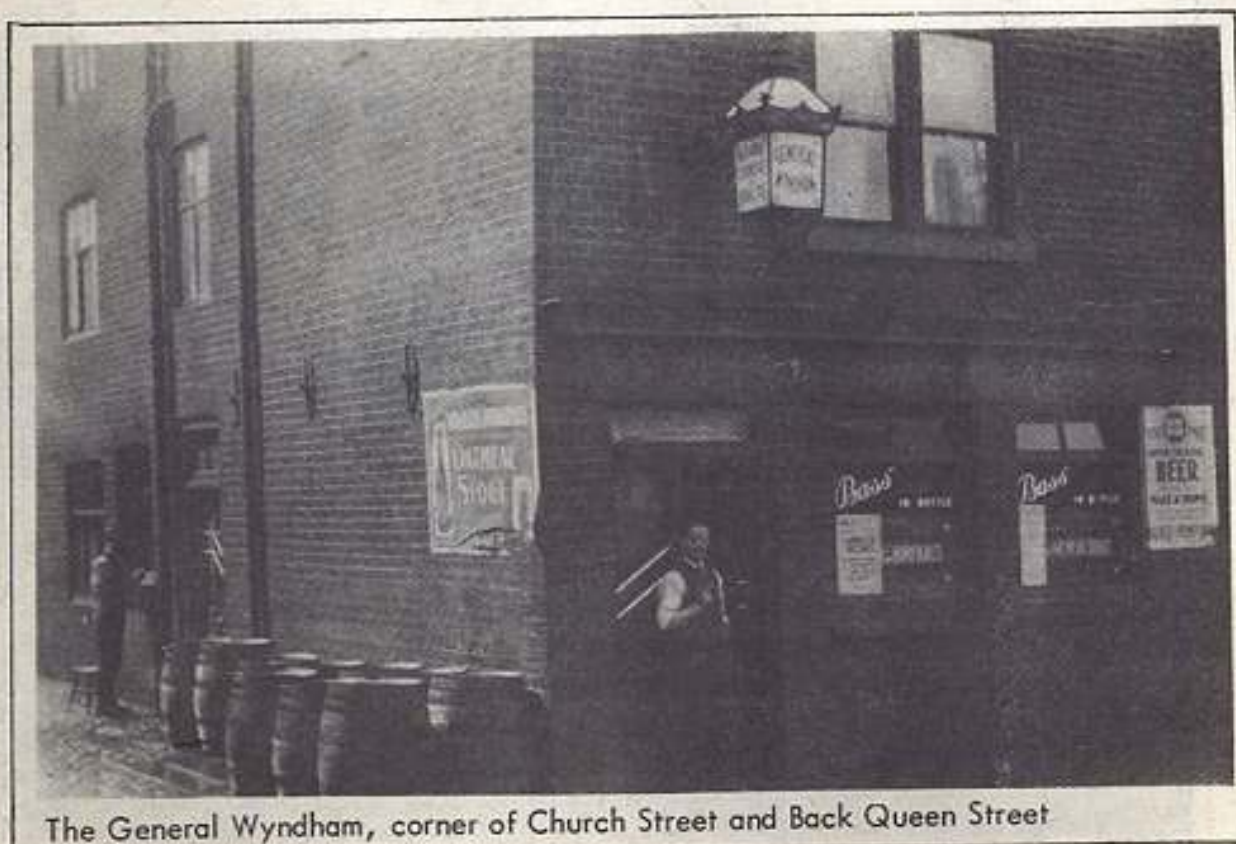
Recently we were fortunate enough to meet Mr Harry Richardson, aged 88 and probably one of the longest-serving employees of Walker and Homfray's Salford brewery. This article is based on his recollections; the two old photographs reproduced here are also his.

Mr Richardson's father worked in South America for some years towards the end of the nineteenth century on gasometer constructions for various republics and for the first eleven years of his life Harry Richardson knew only Spanish. One of his earliest recollections is the family's return to England and of seeing the flags flying at half-mast in Las Palmas because Queen Victoria had died.

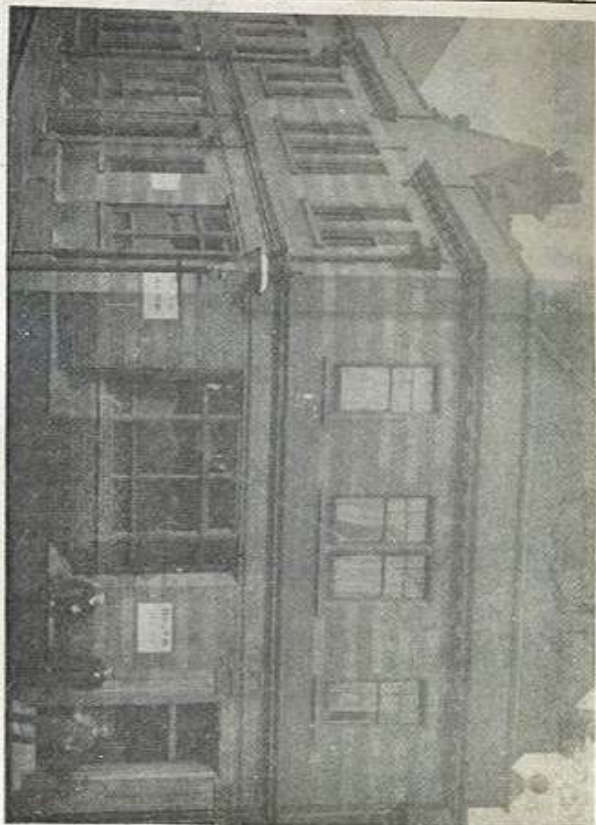
His father took the General Wyndham in Eccles when he was about fourteen. The photograph shows Mr Richardson senior in the doorway of the pub and one of Harry's brothers polishing brasses at the side. Later the family moved to the Bricklayers on Ordsall Lane, Salford, and subsequently to the Grove off Frederick Road, Salford.

At the age of 15 he got a job at Walker and Homfrays washing stone ginger beer bottles similar to the one reproduced here. He then moved to the beer department and when he got too big for washing bottles was promoted to washing barrels in the brewery. At that time Mr Homfray was often seen riding into the brewery on his white horse.

Mr Richardson and two of his brothers fought in France during the First World War. He was the only one to come back: his youngest brother, Tommy, enlisted as a drummer boy at the age of 16 and was killed in one of the first battles of the war.



The General Wyndham, corner of Church Street and Back Queen Street



The Bricklayers, their second pub. Mr Richardson's father in the doorway

When he came back to England, it was to a country where beer was in short supply. He remembers taking an army friend into the Ship, a W&H pub which stood on the corner of Regent Road and Cross Lane. At first they were told there was no beer but when the landlord recognised Harry he brought them a couple of bottles. Everyone else was drinking it quite happily, but Harry soon realised it was a 'near-beer', a mixture of 5% beer, sugar, water and hops.

After the war he went back to work in the brewery and has many memories of what went on there. The Osborne on the corner of Wilmslow Street was the nearest pub, belonging to Wilsons, then a rival brewery. It was a favourite haunt of brewery workers but could only be safely visited in thick fog as the brewery offices overlooked the pub door.

May Day was always a good day out for the brewery workers. Horses and wagons were dressed up and carried various tableaux of the brewery crafts round the city, stopping at the Ship, the Woolpack (Broad Street), the Trafford (Trafford Road), among others, and going over Trafford Bridge to the Dog and Partridge.

When J H Davies, the benefactor of Manchester United, was a director of the firm, he chartered a train to take all the brewery workers to watch the team playing at Crystal Palace. They were also given their meals and some spending money. Harry couldn't remember the final score - he spent his days riding round on buses looking at the sights.



W&H ginger beer bottle

With successive promotions Mr Richardson became brewery foreman. He had one of the three houses on the brewery premises for 16 years. Another privilege was the continual supply of beer - 'half a bucket with breakfast' and a can behind the door of every department on his rounds. Walker and Homfrays took over another Salford brewery, Watson, Woodhead and Wagstaffe, in 1912. Harry Richardson and the cellar foreman spent a week cleaning up the building before it was sold. He was shown the entrance to a passage from the cellars which ran under Chapel Street and was said to lead to a church across the road. Other takeovers in Mr Richardson's time were Showells Stockport Brewery, McKennas of Harpurhey, and the Manchester Brewery Company. Pubs of the last named company are still recognisable by their distinctive tiled frontage. Another business acquired was the Palatine Bottling Company. The premises were first used as bottling stores, then to brew Red Tower lager with the help of a specially imported German brewer. This was one of the first plants in the country to pasteurise beer.

Of course Walker & Homfrays no longer exist and beers such as Comet and Oatmeal are but a memory. The strong ale or 'Punch' was stored in casks in the brewery cellars for two to three years, long enough for mould to grow on the outside of the barrels.

When Wilsons took the company over in 1949, three of the brewery's employees were kept on as caretakers, including Mr Richardson. In the end he was the last man on the premises before the buildings were sold.

Tony Flynn & Neil Richardson

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## CHANGES AT THE GEORGE

The George in Stockport is still selling Higsons beers plus Bass (36p a pint!). This is reassuring after doubts about the future availability of these beers. The pub, together with its 1930s interior woodwork, seems safe.

However some changes are to be made. The former disco room is having work done to it at the moment. A sunken dance floor has been built as part of the renamed 'functions room'. The plans for this room are for live entertainment - notably jazz and folk evenings.

There are also plans for 'a typical German bier keller' to be built in the cellars, probably within the next six months. The owners hope to get away completely from English type 'teenybopper' bier kellers and to create an authentic German atmosphere. Let's hope the 'Munich beer' they are at pains to obtain is a better offering than the Carling they are selling at present.

Graham Tonge

## WHAT'S DOING IN TRAFFORD AND HULME



For our December meeting we were pleased to have John Hutchinson, public relations manager at Bass North West, as our guest speaker. Despite the fact that about half their pubs in the North West sell cask-conditioned beer, Bass North West are held in very low esteem by our branch members and this was reflected in the fairly hostile questions put to Mr Hutchinson. The following points were clarified in reply to the questions.

Bass, 4X Mild, Brew 10, Worthington Best Bitter and M and B are all available in cask form in the north west. The naturally conditioned, bottled Worthington White Shield can also be found in many pubs, with around 80% of its sales in houses tied to other brewers.

The brewery still refuses to differentiate between cask beers served without pressure and those kept under blanket pressure. The 'Ask for Cask' campaign of 1976 was a good example of this unfortunate policy and to my mind was a complete waste of time and very misleading as many people were under the impression they were drinking 'CAMRA approved' beer when for much of the time it was in fact pressurised. CAMRA members, one would hope, soon learned to ignore the sign and were more likely to pass it by than to go in and risk being disappointed.

The Stones revolution is seen as being very successful by the brewery. It is a great shame that we have to cross the Pennines to taste the real stuff as there is apparently no chance of anything but keg Stones appearing over here because 'distribution would be difficult'. Oh, come now, there must be a better excuse than that! (In fairness to John Hutchinson, he was quoting company policy and his preference would be for the much superior cask version to become available.)

The final question went to a seasoned drinker who wanted to know where he could get a pint of Bass like the stuff he used to drink in the 1940's. There was no answer to that!

Correction: Alan Hurdle's phone number is 973-2103, not 2013 as given in last month's What's Doing. Alan has prepared a comprehensive guide to all the real ale pubs in the Trafford and Hulme area. The draught copy will be available for inspection at the branch meeting on January 19th. (see Branch Diary), when

we hope any errors will be corrected before inclusion in February's What's Doing. If anyone knows of a club in this area serving real ale, please phone Alan as soon as possible.

Thank you to the Carters Arms, Sale Moor, for a very enjoyable Christmas social. The Merrie Monk went down so well that it is being given an extended run. Pedigree is also available along with the ordinary mild and bitter.

Brewers Bitter is being given a further trial at the Old Roebuck, Altrincham, and is reported to be available in the Woodcourt, Brooklands Road, Sale. The Vine, Washway Road, Sale, should be the first Wilsons pub in our area to revert to cask ale, although only the mild will be available in real form because of the limited cellar space. The bitter will continue to be stored in tanks.

Discussions are taking place over the feasibility of draught Bass in the Victoria Tavern, Stamford Street, Altrincham. This is our only real Bass outlet and at present serves 4X Mild in unpressurised form, the Brew 10 having been taken out before Christmas.

Finally, if you live in the Sale area and have difficulty in obtaining What's Doing, Sale Homebrew Supplies 1 Northenden Road (across the road from Sale Station) always have them in stock.

Mick Rottenbury

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## IMPRESSIONS OF BEER IN SWEDEN

by Tony Downend

Nine weeks in Sweden last summer left me gasping for a pint of decent beer. Sweden is an unhappy place for drinkers. One brewer controls a massive 75% of the Swedish beer market so wherever you go you are likely to get the same thing, and it's extremely gassy. The first time I drank it, a friend and I were talking to two very attractive girls when it happened. I got the hiccups! Needless to say the girls lost interest...

Swedish beer is divided into three classes - light, medium and strong. The government decided last year that the medium strength beer was leading to alcoholism, so they banned its production and replaced it with a light-medium strength stuff they call 'people's beer'. It's appalling, with no taste and a lot of gas! I was able to find some of the old medium strength beer and it was quite good with a full, sharp flavour. It's hardly surprising that sales of strong beer went up 80% in the week that medium beer was banned.

Then there are the pubs - when you can find them. The law about getting a licence to serve alcohol means that the premises have to be open for six months before they can apply for a licence, and even then applications are often refused. Hence there aren't many pubs, and you quite often have to queue to get in. Once inside the pub, the price list is the next shock. A pint of strong beer commonly costs £1.80. Don't try drinking spirits either - they are around £2.70 a shot.

Sweden doesn't have anything like Camra to protect the beer drinker's interests, and the beer is much the worse for it. Long may Camra protect Britain against this kind of madness! Mind you, Sweden has its compensations. Buy me a pint next time you see me and I'll tell you all about them!

## PUBS IN THE PAST



All over Greater Manchester there are buildings which were once pubs. Today they are used as shops, or offices or even private houses.

The City Arms on Oldham Road is now a private house, although the arms are still to be seen in relief stonework at the top of the building.

The building below was once a typical Salford street corner beerhouse. It stands on Sussex Street, awaiting demolition for the rebuilding of Lower Broughton. The beerhouse closed in 1935 and has latterly been a ladies' hairdresser's.





This car battery shop in Bury was the Waterloo Hotel, once home of the Elton Brewery. The pub was sold in 1933 when Walker & Homfray acquired it as a result of taking over Chadwicks Brewery. The habit of bigger breweries 'rationalizing' their outlets after takeovers is by no means new.

There are several ex-pubs in Ancoats, and the Two Terriers is one of the most impressive. The building has been used as a paper merchant's for over forty years, but there are still traces of its original purpose to be seen, such as grapes and leaves in the plaster mouldings.





The crowd of us met up the other night in the Rabid Leprechaun for the first time since the hols to compare notes. Alistair had been up to Scotland in his instant Jock Kit to celebrate the New Year and to investigate at first hand Water Engines and the beer dispensed thereby. His exploratory activities came to an untimely end when he was thumped in the Gorbals by a Glaswegian shipyard worker. Apparently he'd been caught up in an ongoing 'D'ya wanna moove, Jimmy' situation after trying to douse his burning sporran with this chap's half pint of whisky. Altogether an inauspicious start to the New Year for Alistair.

I myself had been back to Periwinkle Towers in Wealthshire for the festive season. Although the family look down on beer, thinking it something of a plebeian tippie, Mumsey had bought me a dray complete with 14 kilderkins of Snuffits 4X Queens Ale. Unfortunately the beer was all bright so we sent it to the Much Lucre old folks' Christmas binge and I made do with the odd sortie to the Cock and Whippet for a quick jar with the tenant farmers and other members of the petit bourgeoisie.

My younger brother, Cholmondley, bought me a hopmeter. In my ignorance, I imagined this to be some distance measuring device for unipeds, but was delighted to find that it was a direct-reading Fuggles' graduated hoppiness counter for analysing beer froth. A most useful present. I was delighted to receive from Fiona copies of both 'Real Ale on the Waterways' and 'Beer Naturally' published by Camra at a cover price of 63gns. I was somewhat mortified to see in the January issue of What's Brewing that these are now being offered at a bargain price of 4p including postage and packing, presumably in the hope of getting illiterate bargees to espouse the cause.

Laetitia was again bemoaning the presence of amateurs in the pubs at Christmas time. I'd not been in Grotley this year but seeing people keel over after only nine pints surely makes a pleasant change from watching enormous chaps quaff twenty pints without batting an eyelid. It's not as though Tish is a professional; she didn't know what beer was until a year ago and I've never seen her drink more than seven pints of Drabs without getting tired and emotional.

When last orders were called we'd just began to discuss the AGM. Arbuthnot declined to stand for office but congratulated the NE on not holding it in some ludicrously central beer desert like Manchester where they might be embarrassed by a plethora of rowdy members. We agreed that Cardiff would be an ideal venue for what would no doubt prove to be an excellent, mutually congratulatory social gathering for the elite which Camra should aim to cater for in the future with a fee of 8 gns.

# BODDY BLOW

Paul Roberts

At long last it appears that Boddingtons may have to re-think their brewing policies. For three years now their emphasis has been to concentrate on quantity and ignore quality.

In the not too distant past, Boddingtons' beers were the cheapest in the north west and they were also amongst the best available in Manchester. Now, however, the beer is frequently less palatable than other local brews and recently became so bad that the landlords of the Boddingtons pubs on Fylde grouped together and returned all deliveries to the brewery until the quality improved considerably. What was once a strong-tasting bitter beer has, in my opinion, become gold-coloured, tasteless water.

One does not have to look far for the reason for this. A few years ago Boddingtons was unheard of outside Manchester and was very much a local's brew. Then Camra began to idolise the firm and soon Boddingtons belts, tee shirts, etc began to appear everywhere. Former cosy, local Boddingtons pubs were ripped apart to become plastic, trendy emporiums. The brewery pays no attention whatever to the wishes of the locals and handpumps are continually being ripped out. In some pubs recently the ale has been of such low quality that I have had to leave it and change to Guinness.

Most Camra members will drink anything and enjoy it as long as they hear it described as 'amber nectar' in sufficiently trendy circles. However many locals have become so upset by the declining quality of Boddingtons beers and pubs that they are gradually forsaking them for Holts houses, a trend which ought to be encouraged. If all serious drinkers who agree that Boddingtons is not a shadow of its former self will boycott their pubs, I am sure that the brewery will soon do something. Otherwise Boddingtons as we knew it will be lost forever.



REAL ALE IN MANCHESTER CENTRAL..... 20p + s.a.e.

This is an illustrated guide to every real ale outlet within 1 mile of St Peter's square, including map, suggested crawls and brewery information.

REAL ALE IN MANCHESTER AND SALFORD . 10p + s.a.e.

A list of every pub selling real ale in central and north Manchester, Eccles, Salford, Swinton and Irlam.



Available from Roger Hall, 123 Hill Lane, Blackley, Manchester

## CAMRA BRANCH DIARY

### TRAFFORD & HULME

Pub Crawl: Sat 14 Jan. City Centre. 7.30 Coach and Horses opp. Piccadilly Station approach. 8.30 Crown and Kettle. Great Ancoats Street.  
Branch Meeting: Thu 19 Jan. 8.00 Railway Hotel, Ashley Road, Hale.  
Social: Thu 26 Jan. 8.00 Railway, Mobberley (2 mins from station).  
Coach trip: Sun 5 Feb. Windmill, Whitley Green

Branch Meeting (EGM) Thu 16 Feb. 8.00 Malt Shovels, Stamford St, Altrincham

Contact: Mick Rottenbury 969 7013 (home)

### NORTH MANCHESTER

Branch Meeting: Wed 18 Jan. The Lamb, Eccles. 8.00.

Pub Crawl: 1 Feb. Irlam & Cadishead. 7.30 Lion, Cadishead. 9.00 Railway, Irlam.

Social/Cttee Meeting: 8 Feb. Newmarket, Bolton Road, Pendlebury. 8.00.

Branch Meeting: 15 Feb. Three Legs of Man, Greengate, Salford. 8.00pm

Contact: Robin Bence 792 9423 (home) 236 4571 (work)

### SOUTH MANCHESTER

No dates received.

Contact: Graham Lister 881 6207 (home)



Editor: Neil Richardson, 94 Leach Street,  
Farnworth, Bolton.

Subscriptions: £1 for 6 issues from Roger Hall,  
123 Hill Lane, Blackley, Manchester.

Contributions are invited from readers on all things to do with pubs and beer in Greater Manchester. If you have an article to submit, or an idea for one, get in touch with the editor.

COPYDATE for February issue: Thursday 2nd February

## **CAMRA**

Camra is a national consumer organisation concerned with maintaining the choice of beer and preserving the variety of pubs throughout the country. Until recently takeovers by the six major brewing companies resulted in the closure of local breweries and the loss of many draught beers. The threat is still there but as a result of Camra's efforts many pubs have gone back to serving cask-conditioned beer, and the big brewers are slowly realising that there is a demand for good beer in traditional pub surroundings.

If you want to preserve your right to choose what you drink fill in the membership form below. 'What's Brewing' is the Campaign's newspaper, sent free to members every month, and keeps them in touch with news and events throughout the country.

### **Application for membership**

I/We wish to become a member(s) of the Campaign for Real Ale Limited. I/We agree to abide by the Memorandum and Articles of Association of the campaign.

I enclose £4 (£6 Overseas) for full membership ☐

We enclose £5 for husband and wife membership ☐

### **Application for Associateship**

I wish to become an Associate of CAMRA Ltd.

I agree to abide by the aims of the organisation and enclose my fee of £1 ☐

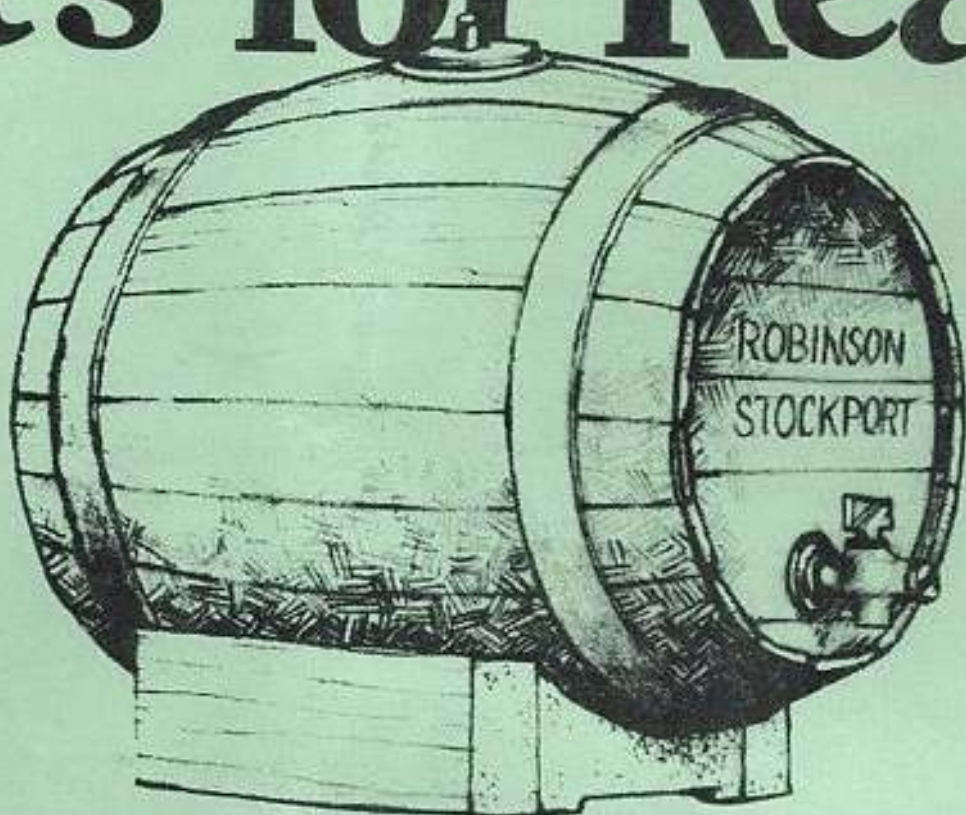
FULL NAME (Block capitals) .....

FULL POSTAL ADDRESS (Block capitals) .....

SIGNATURE..... DATE.....

Cheques should be made payable to Campaign for Real Ale Limited. Applications should be sent to Membership, CAMRA, 34 Alma Road, St Albans, Herts. AL1 3BW.

# It's for Real



We, at Robinson's, think that what matters most about beer is its flavour. That's why we are still brewing beer the same way that we did a hundred years ago. Natural ingredients, the same time-honoured brewing ways, even on the same site – not many can say that!

And you can buy at least one, usually two and sometimes more of the traditional Ales listed here in any Robinson's pub within 100 miles of Stockport. Not many can make that sort of claim either.

Now you can have Real Ale at home for parties or just for your own enjoyment. Available in Firkins and Pins\*, complete with tap, stillage and detailed instructions. You can order

from any Robinson's On or Off-Licence or Unicorn Wine Shops.

Always available from Unicorn Wine,

**Old Tom Ale**  
**Best Bitter Ale**  
**Bitter Ale\***  
**Best Mild Ale**



Lower Hillgate, Stockport, (just by the Brewery) 061-480 6571. And its the cheapest way of buying beer. A little more trouble perhaps but we think you will agree with us that it is worth it.

There are deposits on the casks, stillages and taps, returnable in full when you bring them back. You can borrow glasses, paying only for those you break or fail to return providing you also make appropriate purchases of items to fill them.

We strongly recommend that you place your order as soon as possible for Christmas or New Year use.

It's Robinson's . . . for Real.

\*Bitter Ale not available in Pins.

**When you buy any of these Robinson's Ales,  
you are buying Traditional Draught Beer  
-at its very best.**